

uch more of a participant in the news. We lose that vitally important consoling filter of time, as the late Teddy White used to say." He added that there is also a danger of "parachute journalism"—sending crews and correspondents into societies "that they have not lived in or studied, and risking inaccurate, superficial understanding, and often insubstantial coverage."

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On Tuesday morning, Robert Pittman also talked about emerging trends, but of another sort—the fast-paced, stylized images directed at today's grown "TV babies," those too young to remember days without television. Today, Pittman said, the latter "process information and develop opinions in a new way, and they're influenced by the new tools and new methods of communication."

Research done by MTV, Pittman said, shows a "striking dichotomy" between people who grew up with a TV set in the home and those who didn't. The former process information "from multiple sources simultaneously" in "clusters." They don't require a narrative line in a story; rather, they "readily

respond to more elusive sense impressions communicated through feelings, mood and emotion," Pittman said. If older viewers "find the quick-edit communication motif disjointed or disorienting, the TV babies find it stimulating, exciting and probably essential."

Those in the media have "learned to talk" to this new generation, the MTV executive said. Nonnarrative images are becoming more prevalent in theatrical films, TV commercials, television programs and even print advertisements. The media today, Pittman said, is using quick cuts, highly stylized images and vibrant music to sell its product, whether it be the latest fashion, the evening news, a presidential campaign ad, a special interest magazine or a television series set in Miami.

□

Governor Cuomo, who is running for reelection, addressed the broadcasters Monday morning (July 14). Among the topics covered were labeling people, especially politicians, and the difficulty of discussing impor-

tant issues in brief increments of broadcast air time.

Labels have gotten in the way, the governor said, adding that it "should be difficult" to attach traditional labels to people, "because I don't think the world works that way." Quality leadership, he said, "in any field, certainly in mine...requires that you shed some of these simplistic formulae and these slogans which your industry knows a lot about, especially broadcasters," Cuomo said.

He added that "I'm in a [gubernatorial] race now. What counts? Television—have to get on television, right?" And how much time is given to serious issues? Cuomo answered, "28 seconds, unless you want to do one of those 10-second shots on abortion, on life and death. Twenty-eight seconds or 10 seconds. Of course you take to using labels in a society like that," Cuomo said. "With the Lincoln-Douglas debates, where you both spoke for three hours, or if we had to read everything, maybe it would be different. We don't have that kind of time" today, Cuomo said, as people have less and less time to pay attention to the news. "And I think that's dangerous." □

Second time around: The May sweeps reprised

BROADCASTING's July 7 report of May network affiliate rankings in the nation's TV ADI's (areas of dominant influence) suffered from a number of proofreading errors. For reader convenience, the corrected version is being reprinted in this issue.

The chart below was developed by BROADCASTING from compilations of Arbitron market-by-market reports, supplied by NBC. Household numbers are in thousands (000) per average quarter hour (8-11 p.m.

Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk (*) denotes a new station in the market or an affiliation change between May 1985 and May 1986. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

The corrected sweeps report:

1986 households (000)				1986 households (000)			
ADI (rank)	ABC	CBS	NBC	ADI (rank)	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	17	17	25	Cedar Rapids-Waterloo, Iowa (73)	44	36	54
Albany, Ga. (150)	—	—	60	Charleston, S.C. (106)	35	34	40
Albany-Schenectady-Troy, N.Y. (51)	62	65	74	Charleston-Huntington, W.Va. (43)	69	64	105
Albuquerque, N.M. (62)	62	35	75	Charlotte, N.C. (32)	95	112	55
Alexandria, La. (163)	7	—	39	Charlottesville, Va. (197)	—	—	8
Alexandria, Minn. (172)	—	28	—	Chattanooga (80)	48	38	55
Alpena, Mich. (213)	—	6	—	Cheyenne, Wyo. (202)	—	13	—
Amarillo, Tex. (118)	31	22	26	Chicago (3)	488	322	441
Anniston, Ala. (193)	—	8	—	Chico-Redding, Calif. (140)	25	18	7
Ardmore-Ada, Okla. (173)	19	16	—	Cincinnati (29)	91	89	123
Atlanta (15)	154	142	176	Clarksburg-Weston, W.Va. (162)	—	23	22
Augusta, Ga. (105)	46	33	27	Cleveland (11)	225	182	249
Austin, Tex. (79)	42	45	37	Colorado Springs-Pueblo (99)	41	32	34
Bakersfield, Calif. (148)	19	20	24	Columbia, S.C. (87)	35	27	78
Baltimore (21)	144	122	154	Columbia-Jefferson City, Mo. (137) *	17	23	24
Bangor, Me. (153)	14	20	22	Columbus, Ga. (115)	46	34	17
Baton Rouge (91)	68	45	41	Columbus, Ohio (33)	105	89	108
Beaumont-Port Arthur, Tex. (122)	32	31	33	Columbus-Tupelo, Miss. (135)	10	20	42
Bend, Ore. (208)	—	—	5	Corpus Christi, Tex. (121)	30	20	26
Billings-Hardin, Mont. (165)	15	13	8	Dallas-Fort Worth (8)	237	200	226
Biloxi-Gulfport-Pascagoula, Miss. (180)	37	—	—	Davenport, Iowa-Rock Island-Moline, Ill. (74)	45	40	56
Binghamton, N.Y. (134)	13	40	17	Dayton, Ohio (48)	68	79	68
Birmingham, Ala. (47)	107	36	100	Denver (19)	132	108	154
Bluefield-Beckley-Oak Hill, W.Va. (147)	26	—	27	Des Moines (66)	46	56	54
Boise, Idaho (136)	19	17	25	Detroit (7)	270	208	315
Boston (6)	253	217	318	Dothan, Ala. (160)	8	34	—
Bowling Green, Ky. (196)	22	—	—	Duluth, Minn.-Superior, Wis. (120)	23	22	27
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	37	69	El Centro, Calif.-Yuma, Calif. (182)	—	6	7
Buffalo, N.Y. (35)	92	81	101	El Paso (104)	31	24	35
Burlington, Vt.-Plattsburgh, N.Y. (98)	12	38	31	Elmira, N.Y. (167)	12	—	13
Butte, Mont. (189)	—	19	—	Erie, Pa. (138)	25	18	38
Casper-Riverton, Wyo. (185)	12	6	2	Eugene, Ore. (133)	24	26	14